

Message Text

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PAGE 01 THE HA 04128 260933Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----060243 270528Z /11

R 260710Z JUL 78
FM AMEMBASSY THE HAGUE
TO AMEMBASSY BERN
INFO SECSTATE WASHDC 3047
USDOC WASHDC
AMEMBASSY ATHENS
AMEMBASSY BELGRADE
AMEMBASSY BONN
AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI
AMEMBASSY LISBON
AMEMBASSY LONDON
AMEMBASSY LUXEMBOURG
AMEMBASSY MADRID
AMEMBASSY OSLO
AMEMBASSY PARIS
AMEMBASSY ROME
AMEMBASSY STOCKHOLM
AMEMBASSY VIENNA
AMCONSUL HAMBURG
AMCONSUL MILAN
AMEMBASSY BRUSSELS

UNCLAS THE HAGUE 4128

E.O. 11652: N/A
TAGS: BEXP, NL
SUBJECT: COORDINATED AMERICAN EXPORTER ACTIVITY

REFS: (A) BERN 2490 (B) BERN 2491 (C) BERN 2992 (D) BERN 3387
(E) STATE 143393

1. WE HAVE STUDIED BERN'S PROPOSAL TO INCLUDE US IN THEIR
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EXPORTER-IMPORTER DAY PROGRAM AND, AFTER WEIGHING THE PROS
AND CONS CAREFULLY, WE CONCLUDED THE PROGRAM MERITS OUT
SUPPORT AND PARTICIPATION IF THE THEMES FALL WITHIN
THE GENERAL FRAMEWORK OF MARKETING STRATEGIES FOR THE
NETHERLANDS AND ADEQUATE TIME IS PROVIDED FOR PROPER
PLANNING AND ALLOCATION OF RESOURCES. WHILE WE SEE
CERTAIN PROBLEMS ASSOCIATED WITH THIS TYPE OF APPROACH

TO MARKETING, WE FEEL THAT THEY ARE OUTWEIGHED BY THE APPARENT SUCCESS YOU HAVE BEEN HAVING WITH THIS ACTIVITY.

2. IN REGARD TO THE NEXT SCHEDULED EVENT FOR CONSUMER GOODS ON OR ABOUT DECEMBER 5, WE WILL NOT BE ABLE TO PARTICIPATE BECAUSE OF PRIOR COMMITMENTS. OUR FY 1979 COUNTRY COMMERCIAL PROGRAM HAS BEEN NEGOTIATED AND APPROVED, AND WOR HAS COMMENCED ON A NUMBER OF TRADE PROMOTION ACTIVITIES AND EVENTS FOR THAT TIME FRAME. HOWEVER, WE WOULD LIKE TO KEEP OUR OPTIONS OPEN FOR PARTICIPATION IN FUTURE EVENTS.

3. IF BERN HAS PLANS FOR ADDITIONAL EXPORTER-IMPORTER DAYS IN FY-1979, WE WOULD LIKE TO HAVE ADVANCE INFORMATION TO HELP US DETERMINE WHETHER AND EXTENT TO WHICH WE MIGHT BE ABLE TO PARTICIPATE.

4. WE WOULD ALSO LIKE TO DISCUSS BERN'S PROPOSAL MORE THOROUGHLY TO SETTLE A NUMBER OF QUESTIONS WHICH WE HAVE ABOUT THE PROGRAM AND SUGGEST THAT WE GET TOGETHER FOR THIS PURPOSE DURING THE NEXT ECONOMIC/COMMERCIAL OFFICERS CONFERENCE IN OCTOBER.
BROWN

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NNN

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